

REQUEST FOR QUALIFICATIONS
Public Affairs Consulting Services
For Regional Utility Authority

1. INTRODUCTION

The municipal governments of Cedar Park, Leander and Round Rock are partnering to form a local government corporation, the Brushy Creek Regional Utility Authority, to acquire and treat water from Lake Travis and distribute it to their customers. This regional project will produce a reliable source of water, at competitive prices, for each of its partners. Costs will be proportionately shared, and all anticipate significant savings through this regional approach. Effective communication with potentially affected interests is paramount to the successful, timely implementation of the project.

2. PURPOSE

The City of Round Rock, hereinafter referred to as the City, seeks response to this Request for Qualifications (RFQ) from public affairs consulting agencies qualified and experienced in developing and implementing public information programs designed to facilitate the successful implementation of large, complex projects. Qualified firms shall also demonstrate proven history of successful implementation of citizen participation programs in a timely and efficient manner.

The City of Round Rock will serve as initial contracting authority for this project. The project will be a joint collaboration between the cities of Round Rock, Leander and Cedar Park with anticipated eventual transition to the Brushy Creek Regional Utility Authority. Any contracts resulting from this RFQ may be assigned to the Brushy Creek Regional Utility Authority upon creation of said entity.

3. CONTACT

All responses to this Request for Qualifications (RFQ), as well as any questions, clarifications, or requests for general information are to be directed to:

Randy Barker
Purchasing Supervisor
221 E. Main St.
Round Rock, TX 78664-5299
Telephone: (512) 218-3295
rbarker@round-rock.tx.us

The individual listed above may be telephoned for clarification of the specifications of this Request for Qualifications only. No authority is intended or implied that specifications may be amended or alternates accepted prior to closing date without written approval of the City. Under no circumstances will private meetings be scheduled between responders and City Staff.

4. CONFLICT OF INTEREST

Effective January 1, 2006, Chapter 176 of the Texas Local Government Code (House Bill 914) requires that any vendor or person considering doing business with a governmental entity disclose the vendor or person's affiliation of business relationship that might cause a conflict of interest with a local government entity. The Conflict of Interest Questionnaire form is available from the Texas Ethics Commission at www.ethics.state.tx.us. Completed Conflict of Interest Questionnaire may be mailed or delivered by hand to the City Secretary. If mailing a completed form, please mail to:

**City of Round Rock
Christine Martinez, City Secretary
221 East Main Street
Round Rock, TX 78664**

Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest may automatically result in the disqualification of the vendor's bid.

5. EX PARTE COMMUNICATIONS

Please note that to insure the proper and fair evaluation of a response, the City of Round Rock prohibits ex parte communication (e.g., unsolicited) initiated by prospective Firms to the City Official or Employee evaluating or considering the response prior to the time a decision has been made. Communication between Firms and the City will be initiated by the appropriate City Official or Employee in order to obtain information or clarification needed to develop a proper and accurate evaluation of the response. Ex parte communication may be grounds for disqualifying the offering Firm from consideration or award of the solicitation then in evaluation, or any future solicitation.

6. PROJECT DESCRIPTION

- 6.1. The referenced project shall include the following elements in initial development:
 - 6.1.1. Raw water intake and pump station on Lake Travis,
 - 6.1.2. Raw water pipeline to water treatment plant in Cedar Park or Leander,
 - 6.1.3. Regional water plant, and
 - 6.1.4. Water transmission system.

6.2. The referenced project will incorporate the following active phases in calendar year 2007:

- 6.2.1. Land acquisition,
- 6.2.2. Permitting,
- 6.2.3. Surveying,
- 6.2.4. Geotechnical,
- 6.2.5. Preliminary Design, and
- 6.2.6. Final Design.

6.3. Bidding and Construction phases will begin early in 2008. Final completion of the project is scheduled for early 2010, with operations starting up in the Spring of 2010.

7. **PROJECT MANAGER**

Chris Lippe
General Manager
Regional Water Project
Phone: (512) 844-7419
Fax: (512) 218-3242
clippe@round-rock.tx.us

8. **SCOPE OF WORK**

- 8.1. Selected firm for this project shall participate in a day long session identifying stakeholders, issues and communication objectives essential to the success of the project. Other expected deliverables shall include, but not limited to:
- 8.1.1. Organization and facilitation of public and private meetings with stakeholders as directed,
 - 8.1.2. Development and distribution of Project newsletters and other communication tools as necessary,
 - 8.1.3. Preparation and dissemination of information for presentation as directed.

9. **TECHNICAL EXPERTISE**

- 9.1. Qualified firms shall demonstrate expertise in:
- 9.1.1. Graphic and oral communication to large and diverse groups
 - 9.1.2. Facilitating consent from multiple public and private interests related to the project.
- 9.2. In addition, the firm shall identify methods of communication and ability to obtain consent from stakeholders.

- 9.2.1. A familiarity with the Systematic Development of Informed Consent (SDIC) method is preferred.

10. APPROACH

- 10.1. Qualified firm shall provide information identifying:
- 10.1.1. Project approach,
 - 10.1.2. Project deliverables created,
 - 10.1.3. How stakeholder input will be obtained,
 - 10.1.4. Appropriate communication tools

11. MINIMUM SUBMISSION REQUIREMENTS

- 11.1. Interested and qualified firms or teams are invited to submit one (1) original and five (5) copies of materials that demonstrate their experience in performing projects of this scale and complexity.
- 11.2. Documentation shall include the following:
- 11.2.1. Identification of the firm/team responding to the RFQ. If a team of firms is proposed, the lead firm shall be identified. Location of the headquarters office of the lead team shall be indicated, as well as the location of each lead/firm team member office where work on this City project will be performed.
 - 11.2.2. A brief description of each firm/team member shall be provided along with a list of major services offered by each firm/team member and a summary of their experience.
 - 11.2.3. A summary demonstrating the firm's/team's qualifications to satisfy all the technical areas identified in the "Technical Expertise" section described above.
 - 11.2.4. A work plan, including an explanation of the methodology to be followed to perform the services required.
 - 11.2.5. A representative list of clients with contact names.
 - 11.2.6. A representative list of projects of a scale and complexity similar to the project that is being considered by the City to include all:
 - 11.2.6.1. Current projects
 - 11.2.6.2. Projects within the past 2 years
 - 11.2.6.3. Projects within the past 5 years involving cities of Austin, Cedar Park, Leander, Round Rock or the Lower Colorado River Authority (LCRA) as clients.
 - 11.2.6.4. The list shall include the project location, description, cost, date of implementation, services provided by your firm for the project, and an owner contact name.

12. RESPONSE REQUIREMENTS

- 12.1. Responses to this RFQ shall be directed to:
City of Round Rock
Attn: Purchasing
221 E. Main Street
Round Rock, TX 78664-5299
- 12.2. **Not later than 3:00 P.M. February 27, 2007.** Responses received after the time and date specified will not be considered.
- 12.3. One (1) original and five (5) copies of the response shall be submitted.
12.3.1. All responses become the property of the City.
- 12.4. Responses shall be enclosed in a sealed envelope and marked "**RFQ 07-028 – DO NOT OPEN**".
- 12.5. Responses shall be signed by a duly authorized official of the Responder's organization.
- 12.6. The City reserves the right to reject any or all responses and to request additional information.
- 12.7. The Responder shall be responsible for any and all costs associated with the preparation, transmittal, presentation, or material submitted in response to this RFQ.

13. EVALUATION CRITERIA

- 13.1. Responses will be evaluated by using the following criteria:
- 13.1.1. Responder's overall experience and qualifications
 - 13.1.2. Experience and qualifications of Responder's staff
 - 13.1.3. Completeness, technical competence, and clarity of the response
 - 13.1.4. Approach to providing the services
 - 13.1.5. References
 - 13.1.6. Any relevant criteria specifically mentioned in the solicitation

14. SELECTION PROCESS

- 14.1. The City of Round Rock is seeking a response for the projects identified in this RFQ. A committee will review the responses to the RFQ and may develop a short list of one or more firms. At the City's discretion, interviews may be conducted with each of the firms to discuss the firm's qualifications, resources and availability to provide the services requested.

- 14.2. Based upon the interviews, and/or the RFQ, the selection committee will ask the recommended firm to sign and execute a standard City of Round Rock Professional Services Contract.

15. ORAL PRESENTATIONS AND INTERVIEWS

- 15.1. Responders may be required to make oral presentations/interviews regarding their responses. These presentations/interviews provide an opportunity for the Responder to clarify their response to ensure mutual understanding of the services to be provided and the responder's approach to providing these services.

16. CONTRACT NEGOTIATIONS

- 16.1. The City will use the following procedure to negotiate a contract with the Responders of this RFQ.
 - 16.1.1. First select the most highly qualified Responder as determined by the criteria.
 - 16.1.2. Attempt to negotiate with that Responder a contract at fair and reasonable terms, conditions, and cost.
 - 16.1.3. If negotiations are successful, enter into a contract.
 - 16.1.4. If not successful, formally end negotiations with that Responder.
- 16.2. Select the next most highly qualified Responder and attempt to negotiate a contract at fair and reasonable terms, conditions, and cost with that Responder.
 - 16.2.1. The City shall continue this process until a contract is entered into.